### NOON EDITION

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## THE DAY BOOK

An Adless Daily Newspaper.

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ONE CENT

# WHY IS IT VERY FEW PEOPLE KNOW WHAT A NEWSPAPER REALLY IS?

The Influence of Habit on the Average Man's Mind— The Difference Between a Real Newspaper and What Most People Think a Newspaper Is.

#### BY N. D. COCHRAN.

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Do YOU know that all over the country this little paper is being watched by other publishers who wonder what it all means?

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I expected that. I knew enough about human nature to know that very few men have imagination enough to think anything can be done that hasn't been done before.

We are such creatures of habit that we can see only what is right before our eyes.